

Visit Beloit launches new tourism website

By Whitney Helm whelm@beloitdailynews.com | Posted: Friday, October 24, 2014 4:00 pm

Ever try to convince friends or family to visit Beloit? Now you'll have a new website to help you on your quest.

Visit Beloit launched a new website on Oct. 20 that will feature interviews with residents and business owners about why the city is the place to be.

The website, thisisbeloit.com, is a partnership between Vision Beloit, the Greater Beloit Chamber of Commerce, Downtown Beloit Association and Greater BeloitWORKS. The website will be updated weekly and started as an initiative to help businesses promote to prospective employees.

"The business community and Beloit 2020 wanted a relocation or recruitment package, but they didn't want it to be on paper, they wanted something online," said Monica Krysztopa, executive director of Visit Beloit.

With that in mind, Visit Beloit partnered with local company Firepoint Media to build the website in about six months.

Jeff Adams, a longtime member of Beloit 2020 and economic professor at Beloit College, said that it's been difficult for businesses to recruit younger employees.

"We wanted them (prospective employees) to have a source of information they can respond to," Adams said.

Shauna El-Amin, executive director for the Downtown Beloit Association, said the website is user-friendly and thinks that it's appealing to have all the information in one place.

"If a person is thinking about moving to Beloit, they can go to one website, instead of four," El-Amin said.

The website features resources in the community, such as schools, health services and city services. The website also features activities, restaurants and taverns, housing and more.

Visit Beloit will be running the site until December, then it will pass to the Greater Beloit Chamber of Commerce for further updates.

Interested people can visit the website at <http://thisisbeloit.com>.